

Specscart Founder Sid Sethi Shares Entrepreneurial Journey and Insights at Alliance Business School Event, Manchester

Specscart is a pioneering eyewear brand based in the UK, dedicated to offering high-quality, affordable, and fashionable eyewear. With a mission to change the perception of eyeglasses as lifestyle accessories.



Manchester, United Kingdom Dec 3, 2023 ([IssueWire.com](https://www.issuewire.com)) - Specscart, a leading eyewear brand known for its innovative approach to eyeglasses, is proud to announce that its founder, Sid Sethi, was invited to speak at the Alliance Business School in Manchester on October 24th. The event, hosted by AccelerateMe, offered a platform for budding entrepreneurs and business students to gain valuable insights from Sid's entrepreneurial journey.

Sid on Power of People in Business

Sid Sethi's engaging presentation emphasised the power of people in business and shared his own experiences during the early years of launching [Specscart](https://www.specscart.com). He discussed how he balanced the demands of student life, exams, and building a successful business. His key message highlighted the importance of collaboration and the role of people in driving business success.

"Entrepreneurship is not a solitary journey," Sid explained; "It's about building a team and creating lasting relationships. One of the defining moments for Specscart was when I needed someone to help me build supplier relationships in China, but I did not understand a word of Mandarin. My classmate and friend, Halina, helped me establish supplier relationships. She has been with Specscart for five years and is now our Operations Director. It's a shining example of how collaboration and teamwork can work wonders." He added, "our goal wasn't to become a brand but it was to innovate and solve problems for our customers and the outcome of that is we are becoming a household name in the UK."

Q&A Panel with Sid & Young Entrepreneurs

The event also featured a dynamic Q&A panel where Sid took questions from young entrepreneurs. Questions ranged from hiring and retaining employees during the startup phase to the challenges and threats facing startups and small businesses in the UK.

In response to a question about hiring, Sid highlighted the need to passionately convey your business vision when interviewing potential team members. He stressed the importance of inspiring others to believe in the same vision.

Regarding the challenges facing startups, Sid acknowledged the growing impact of artificial intelligence (AI). "AI is a significant force in the business landscape," Sid noted. "While it can help ease workload pressures, businesses must stay informed about its implications and potential competition."

Nurturing the Entrepreneurial Spirit

Sid Sethi's journey from a university student to a successful entrepreneur serves as an inspiration to aspiring business leaders. His commitment to innovation and ongoing dedication have been instrumental in shaping Specscart into a revolutionary eyewear brand. As the brand continues to redefine the eyewear industry, it also seeks to promote the spirit of entrepreneurship.

In line with Specscart's mission to change the perception of eyeglasses as lifestyle accessories, Sid encourages young entrepreneurs to embrace new challenges and think outside the box. He believes that success is not solely about the destination but also the journey and the people you meet along the way.

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